Clover Hill Personals

Clover Hill, August 10.- Recent visitors of Mr. and Mrs. L. N. Herncall were Mr. and Mrs. Calvin Watts, of Baltimore, and Donald Watts, of Clifton Forge.

Frankie Hanenkrat was among the Explorer Scouts who left Sunday for a ten-day cruise with the U. S. Navy.

Mr. and Mrs. James Gowin are announcing the birth of a daughter, Kathy Anne, at Virginia Baptist Hospital, August 6.

The place of meeting for the Clover Hill Club picnic has been changed to the Old Court House, opposite the McLean House. The date and time remain the same—August 17, 6:30 P. M. A beverage will be furnished by club.

Miss Geraldine Paulette, of Red House spent Friday night with Miss Bea Franklin.

Mr. and Mrs. R. A. Gowin had as their luncheon guests on Thursday, the Reverends Jessup and Leitner, Mrs. Leitner, Mrs. Sadie Covington and her guest, Mrs. Harris, of Prospect, and Mrs. Major Gowin and daughters, Mary, Martha and Sarah, of Lynchburg, the latter of whom, have been spending some time here and attending revival services at New Hope Baptist Church.

Mrs. Ruby Franklin, Mr. and Mrs. Wilson Gowin and Miss Nancy O'Brien visited Mrs. James Gowin and infant daughter at Virginia Baptist Hospital Sunday evening.

Mr. Ira Torrence and Mr. Mead, of Lynchburg visited Mr. and Mrs. J. L. Torrence Saturday.

Sunday guests of the Torrences included Mr. and Mrs. Bennett Gilliam, of Farmville; Mrs. Leslie Gilliam and son, Gary, of Puerto Rico; Mr. and Mrs. William O'Brien and Mr. and Mrs. Walker Covington, and Miss Louise Covington, of Portsmouth.

Mr. and Mrs Billy Brown and son, Bobby, of Hixburg visited Mr. and Mrs. Twyman Baldwin Saturday evening.

Enjoying a watermelon feast with Mr. and Mrs. J. P. Johnson, Jr. on Sunday were Mrs. Pauline Gunter and baby, Brenda; Miss Hester Ayres, Mrs. Vina Kress, Mr. and Mrs. J. P. Johnson and Harold and Garland Johnson.

Ronny Wayne Gowin and Nancy O'Brien are spending this week with their grandparents, Mr. and Mrs. R. A. Gowin.

Mr. and Mrs. R. G. Holt, Jane and Bob Holt attended a reunion of Mr. Holt's mother's family — the Sneads — in Richmond, Sunday.

Mr. A. F. Godsey, who holds a position at Emporia, spent the week-end at his home here.

Fred Godsey went with a party of friends on a fishing trip on the Rappahannock over the week-end.

Dinner guests of Mr. and Mrs. Ben Wheeler on Sunday were Mr. and Mrs. Irby Wheeler, of Spout Spring; Misses Bertha Wheeler and Harriet Eastman, of Richmond, and Mrs. Fannie Ireson, of Roanoke. Afternoon visitors were Mr. and Mrs. H. W. Ellet, of Jennings Ordinary; Sam Webster, of Charlottesville; Mrs. Mary Covington, of Durham, N. C., and Mr. and Mrs. Jack Caldwell, of Spout Spring.

Recent visitors of Mrs. W. P. Gills were her brother, Henry O'Brien, of Baltimore, Md., and his daughter, Mrs. R. I. Stevens and children, Peggy, Katherine, Richard and Bobby Stevens, also of Baltimore; Hugh Gills, of Buckingham; Miss Lucy O'Brien, Mrs. Allen Gills, Miss Eloise Gills and Mr. William Saville, of Lynchburg; Mrs. Walker O'Brien, William and Maynard O'Brien and Mr. and Mrs. Allen O'Brien.

The Hazel Moon Circle of Liberty W. M. U. met Monday evening with Mrs. L. W. Carter. Mrs. Russell Conner was co-hostess.

Mrs. L. W. Carter and son, Claude Thopmson have returned from vacations at Alexandria and Shipman. Mrs. Carter was accompanied home by her son-in-law and daughter, Mr. and Mrs. Winifred Drumheller, who were enroute to a Drumheller family reunion in Richmond.

Mrs. T. H. Trent returned Sunday from a visit with her daughter, Mrs. Ralph Hanson, of Dublin. Mrs. Hanson will spend this week with her parents.

Mr. and Mrs. E. L. Stanley and Gene Phelps spent last week with Mr. and Mrs. Walter Phelps. Their daughter, Michelle Stanley visited her aunt, Mrs. Elaine Bollinger, of Newport News.

Mr. and Mrs. Berkley Ferguson and daughter, Pat visited Mr. and Mrs. W. W. Agee at Alcoma Saturday.

Miss Betty Mitchell has been spending some time with her grandmother, Mrs. Burnette and her aunt, Mrs. Hunter Ferguson, of Lynchburg.

Pamplin

Pamplin, August 10.- The Rev. and Mrs. J. H. Anderson and children are visiting relatives at Mars Hill, N. C.

Mr. and Mrs. J. A. Brightwell, of Christiansburg were week-end visitors in the home of Mr. and Mrs. W. R. Brightwell.

Dr. and Mrs. A. R. Southall and baby, and Mr. and Mrs. Billy Watson Southall were week-end visitors in the home of Mr. and Mrs. A. R. Southall.

Mr. and Mrs. Chat Terry and children, of Critz, were week-end visitors in the home of his mother, Mrs. H. T. Terry.

Miss Mildred Slayton, of Richmond spent last week-end in the home of her parents, Mr. and Mrs. C. W. Slayton.

Linda Williamson, of Lynchburg spent last week with her grandparents, Mr. and Mrs. L. L. Dickerson.

Mr. and Mrs. Only Ryan and daughter, Betty Frances, and Miss Inez Garrison, of Lynchburg, were week-end visitors in the home of Mrs. Robert Garrison.

Mr. and Mrs. J. R. Jones and children, Elizabeth Ann and Edwin and Mr. Fred Mann and Mrs. Elizabeth Price, of Lynchburg were dinner guests Saturday of Mrs. C. C. Rosser and Mrs. Ruby Mann.

Mrs. R. C. Hughes is visiting in the home of her son and daughter-in-law, Mr. and Mrs. Paul Hughes, of Richmond.

Mr. and Mrs. George Williamson of Lynchburg spent the week-end with her parents, Mr. and Mrs. L. L. Dickerson.

Mr. and Mrs. R. W. Covington and daughter, Estelle, of Hixburg; Mr. and Mrs. J. H. Rosser and daughter, Eloise; Mr. and Mrs. C. S. Rosser and son, William were dinner guests Sunday of Mrs. C. C. Rosser.

Mrs. Ruby Mann has returned home after spending a week with her sister, Mrs. Elizabeth Price, of Lynchburg.

Mr. and Mrs. C. W. Slayton and family visited relatives at Danville last Sunday.

Dr. and Mrs. F. H. Lukin and Mr. and Mrs. J. M. Cobb are on a vacation trip in Florida.

Mr. and Mrs. E. N. Harvey and son, Wilson spent Sunday with friends and relatives at Suffolk.

NEGRO EXTENSION NEWS

A pasture field meeting was held on the farm of Charlie Williams, of Red House community on July 29. In spite of the dry weather the Williams herd of beef cattle were fat and slick, having been fed no hay or grain to date. The condition of the cattle seemed to impress those in attendance more than any other feature. Mr. Williams told the history of the present success of his pasture program, that were formerly knolls of red galls and brome sage. The seedlings are mainly ladino clover and orchard grass and are treated twice annually with applications of 600 pounds of complete fertilizer. His pastures are divided into five plots totaling 16 acres, which are fenced and grazed alternately and have been clipped the first part of July. The group was deeply impressed and asked several pointed questions of the owner.

Following the inspection tour of the Williams farm the group journeyed to the Cole's Dairy, where they observed the irrigation system in action. They saw irrigated pasture hay, corn and alfalfa. Mr. Cole related the cost offset and value received from installation of the water system fed by ponds. After the tour of the dairy farm, the group was treated to refreshments manufactured from the dairy.

The consultants for the day were: Mr. M. T. Carter, agronomist from Va. State College; Mr. F. Dickerson, soils technician, and Mr. John T. Cole, dairyman.

The 4-H Club members attending the Wild-life Conference at Va. State College from August 2 to 5 were: Ora Scruggs, Vera community, project Duroc sow and litter; Russell Prince, Hurtsville community, project tobacco; Hersel Forbes, Hixburg community, Duroc sow and litter project; and Lillie Mae Forbes, Hixburg community, project, garden and frozen foods. All four of the delegates attending were first trippers to Va. State College. The delegates will give reports of their trip in detail to their respective clubs in September.

Madame Tussaud's in London contains wax effigies of most world personalities.

First bathtub in the U. S. was installed in 1842 by Adam Thompson in Cincinnati.

In 1692 Judge Samuel Sewall sentenced 10 women to death in witch trials in Salem, Mass.

Spring Mills

Spring Mills, August 10.- Jim Tibbs is very ill in a Lynchburg hospital. Among those who visited him Sunday were Mr. and Mrs. Douglas Tibbs.

Mrs. Nannie Tibbs is reported on the sick list.

The children of Mr. and Mrs. Billy Cyrus are sick.

Mr. and Mrs. Lawrence Brooks of Danville were the last week-end guests of Mr. and Mrs. James Ford.

Mr. and Mrs. Al Edwards, of Maryland spent several days here visiting in the homes of her brother-in-law and sister, Mr. and Mrs. Ed West, of Martinsville; Mr. and Mrs. L. B. Brooks, of Danville; her mother, Mrs. G. E. Owen and brother and sister-in-law, Mr. and Mrs. Lowell Owen, of Lynchburg; her brother and sister-in-law, Mr. and Mrs. Leroy Owen, of Gladys, and her brother-in-law and sister, Mr. and Mrs. James Ford.

We are glad to report that Mrs. Isabelle Armistead is at home after undergoing surgery at the Virginia Baptist Hospital, and is getting on fine.

Miss Katherine Crews, student nurse at Virginia Baptist Hospital, spent the week-end with her parents, Mr. and Mrs. Noel Crews.

The B. W. C.'s of Union Hill will meet next Saturday night at the church. After a program and business session, a film will be shown and refreshments will be served. They will have as guests members from a neighboring church in Lynchburg.

GAME CONVICTIONS TOP LAST YEAR

The Commission of Game and Inland Fisheries has released figures on convictions for the fiscal year ending June 30, 1954, showing total convictions of 9,526, an increase of 1,315 over last year.

Convictions for game violations were 2,308, 65 more than in 1952-53; for fish violations, 2,772, an increase of 797; and the 4,446 dog law violations, represented an increase of 465. However, there was a decrease of 988 in this past year's total of dogs killed, which was 42,243.

WRESTLING TONIGHT AT LYNCHBURG ARMORY

Lynchburg, Va.- They're going to have the nearest thing to a free-for-all that professional wrestling knows ..a "wrestle royal"..to open the program on the weekly show at Lynchburg City Armory beginning at 8:30 P. M. Thursday night.

In the line-up of matmen who'll appear are Tinker Todd, of Ireland; Gene Dubuque, of Montreal Canada; George Bruckman, of Washington, D. C.; Herb Schiff, of Santa Monica, Calif.; Charro Aztec, the Mexican cowboy, and Don Martin, a 228-pound newcomer from Hazard, Ky.

All six of them will enter the ring to start the show and the action should be humorous as well as fast as they will make alliances with each other only to break them several minutes later. The outcome of the royal will decide the line-up of the remainder of the card. The first two men put out of action will wrestle in the 30-minute single fall match. The next two to go will meet in a single fall event limited to 45 minutes. After four men have been put out of action, the two finalists will be stopped and they'll return to do battle in a single fall event, limited to one hour.

Richwood

Richwood, August 10.- "The man hides his wisdom; the displays his foolishness."

Services at Central Baptist Sunday evening.

Mr. and Mrs. T. T. W... visited Monday evening with Estella Wooldridge and family.

Mr. and Mrs. Bill Reed and ily, of Lynchburg, visited with Mr. and Mrs. John M... family.

Mr. J. A. Blazer has been ing a few days with his family.

Mr. and Mrs. F. H. Evans of Clifton Forge and Mr. and Carl Hamilton and children ton, Va. have been visiting and Mrs. Walter Hunter and ily.

Mr. and Mrs. C. M. ... children and Mrs. Walter ... in Lynchburg on business ...

Horace Martin, who has ... Cuba some time in the U. S. is spending a few days with ... and son in the home of J. A. ... and family.

Your friend and neighbor in Lynchburg

The FIRST National Bank of Lynchburg

THE OLD, BIG, STRONG BANK
Chartered 1865
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Southern States Cooperative and Its Service Agencies

Have Drastically Reduced

FEED & SEED PRICES Under Farmers' Self-Help Drought Emergency Program

In many sections of Southern States' operating territory a devasting drought has played havoc, adding to the problems of farmers already squeezed by lower farm prices and high production costs. In some areas the drought has struck for the third time in as many years, making the situation even more disastrous. The farmers who own and use Southern States Cooperative — 283,000 strong — are doing something about it under their own self-help program of working together.

DROUGHT EMERGENCY PASTURE

Prices on Balbo and Abruzzi rye and Domestic Rye Grass have been drastically and arbitrarily reduced — rye from 30 to 35 cents per bushel, and rye grass about $1.75 per 100 pounds. Yet Southern States' high quality standards have been maintained. These seeds may still be seeded with the coming of the rains for late fall, early winter and early spring pasture. Pasture is by far the cheapest and one of the very best feeds. Its use can greatly reduce the amount of hay and grain which otherwise would have to be purchased, and thus substantially reduce feeding costs. To help you lower your production costs, Southern States is pricing these seeds below cost, and service agencies are handling them at their approximate cost.

FEEDS SPECIALLY PRICED DURING EMERGENCY

The price of Southern States 16% Pasture Dairy feed has been lowered as much as $6.00 a ton (30c bag). This top quality feed contains over 1,400 pounds TDN per ton. It is an excellent dairy feed for cows on pasture regardless of weather, but is especially suited for dairymen hard hit by drought. It will keep your milk production high, your expenses low, and you will have a better cow left.

The price of Southern States Egg-Maker has been lowered as much as $4.00 per ton (20c bag). This top quality laying mash for birds on range contains 20% protein with an abundance of vitamins, minerals and all other nutrients needed by birds on good pasture. Egg-Maker will keep your egg production high, expenses low, and you will have a better hen left.

Both 16% Pasture Dairy and Egg-Maker are regular Southern States Open Formula feeds. Their high quality remains unchanged although prices have been substantially reduced as an emergency aid to you farmers who own and use this cooperative. In fact, Southern States is pricing both feeds below cost, and service agencies at the approximate cost.

DROUGHT HAY PROGRAM

Hay will be purchased and supplied patrons at money-saving prices this year, as was done last year. Both Southern States and agencies will render the service at greatly reduced margins.

SELF-HELP AT WORK

By Supporting this cooperative effort, you help make prices of supplies more reasonable and save real money by using quality feeds and seeds cooperatively manufactured and processed by farmers in their own plants and mills.

FOR FURTHER INFORMATION CONSULT YOUR SOUTHERN STATES SERVICE AGENCY

Richard D. Robinson

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Coleman's Feed & Seed Store

BUSINESS AND INDUSTRIAL REVIEW

BOWEN JEWELRY CO., Inc. — Lynchburg

Bowen Jewelry Co., Inc. is located at 9th and Main in Lynchburg, Va. Phone 2-3495. Registered Jeweler in American Gem Society.

This very modern and up-to-date store is quite a factor in the social life of this section of the State as it is headquarters for the very latest in vogue in the jewelry of the day.

Furthermore, it is a store that is excellently appointed and carries a select stock including diamonds, pearls, and precious stones, watches, latest designs in wrist watches, rings of all kinds, trinkets, fine silverware, clocks and many novelties. These are all of the very latest style. They are offered at prices that are very reasonable and the store is known as a place to secure the most reliable jewelry.

The repair and remodeling department covers all features of the trade. No matter whether it is jewelry repairing, watch or clock work or the remodeling and modernizing of jewelry you will find that they offer a most complete service.

They have made a continual study of the history of jewelry from the customs of the past and can tell you exactly what is appropriate for you to have. They understand the birthstones and in fact every legend connected with the art of jewelry adornment.

Whether selecting jewelry for yourself, for a wedding present or a gift for any other occasion you will find that when you make your choice from the stock at this concern, you will not only be choosing in good taste, but will be selecting something that will give pleasure for years to come.

BALDWIN'S DEPARTMENT STORE — Farmville

Baldwin's Department Store is located at 210 Main in Farmville, Va.—serving you in Lynchburg and Farmville.

Prominent among the concerns that have aided in the expansion and the growth of their home city and vicinity by giving the public metropolitan service and quality, is this popular and up-to-date department store.

No sooner has any style been accepted by the leading fashion authorities of the nation, than it at once makes its appearance in this store and is presented in a variety of materials for the choice of the people of this section.

Regarding prices, you will find that their goods are always offered at most reasonable figures, for while this store enjoys the patronage of the leading shoppers of the community, it is the most popular store within many miles among people of every walk of life.

You have at your service many little accessories of dress which characterize the attire of the progressive woman of today and one must look far and wide to find a stock more complete and attractive.

Special attention has been given to the entire family. Throughout the entire establishment you will find the same courteous and accommodating service, the same high quality at reasonable prices and which at the same time the store takes into consideration the needs and demands of the people of this community.

In charge of this immense institution is a management whose keen business judgment and wise foresight has been responsible for the growth of this large business and has increased in no small measure the progress and prosperity of this section and we predict in this review that the future will see even greater strides in the progress of business.

STROTHER DRUG COMPANY — Lynchburg

Strother Drug Co. is located at 1117 Jefferson in Lynchburg, Va. and have been in business since 1853 and celebrated their 100th anniversary last year. Phone 4-2441.

This progressive establishment has greatly aided in the progress of the community by furnishing an excellent and satisfactory wholesale drug service.

No review of the business, agricultural and industrial interest of this section of the State would be complete without prominent mention of this well known firm which aids in no little measure the progress and prosperity of this section and is undoubtedly one of the most progressive and popular firms in this section, and daily ships many consignments all over this territory.

This reliable company is equipped in such a manner that they are able to render unexcelled service to the druggists all over this section. In fact it has become an established fact with the trade that they not only handle everything in the drug line for which there is a demand, but also give a service that is so complete, prompt and satisfactory that it is being used as a standard by which the service of other houses in other lines is judged.

A special feature with this firm is the furnishing of information and in this department you will find courtesy and accommodation always in evidence.

The splendid business transacted by this firm is a distinctive tribute to the management who operate this progressive company, as it has built up a business in its special line which is truly commendable.

We are pleased to point with pride to this concern and to commend them in the class of goods that they are furnishing to the trade.

S. P. SMITH TERMITE CONTROL — Farmville

See S. P. Smith Termite Control, located on Route 1, Farmville, Va., for "The Best in Pest Control."

In the rush and hurry of daily life we are prone to overlook some of the important forces at work undermining our home and institutions, probably the worst of such enemies being the Termite, a tiny colorless, but highly destructive insect, which causes 95 per cent of the damage to our buildings.

We wish to call the attention of our readers to this modern concern who devote their time and energy to the insulation of the Termite. Their mode of treatment being the thorough impregnation of wood, brick, concrete, or other foundation members with Termite Chemical under hydrostatic pressure, which permeates the wood and permanently crystalizes.

All work is inspected at frequent intervals by a Field representative from the Home office, to make sure that all contracts are properly treated and cared for. All work is done by thoroughly competent, factory-trained men.

Painting and other similar treatments are a waste of time and money, being very temporary. The only sure method of ridding the premises of termites is a thorough insulation under pressure, of all supporting members, sills, joists, plates, etc., shutting off the termites permanently from the building.

The management is to be complimented on the valuable service they are rendering the people of this community, and we trust our readers will avail themselves of the free inspection offered by this reliable company since a request will be met by prompt and courteous attention.

The M. R. Hubbard Transfer Co. — Farmville

The M. R. Hubbard Transfer Co. is located on Prospect Road, Farmville, Va., and specializes in General Carting and Hauling. 6 Trucks for Fuel Oil, Gas, Cinders, Blocks, Sand and Gravel.

They are very popular with the people over this section of the State as they offer a most modern freight service. Their charges are very reasonable and it has been conservatively estimated that this line has saved the people of this section of the State many dollars in freight rates.

This concern is meeting with success as they solve the transportation problems, and offer first class accommodation, they are prepared better than ever to carry freight, which adds in the promotion of agriculture and commerce in the territory they serve.

When this very modern service was put in operation, traffic in this section was greatly aided and with their ample facilities they offered a service that should be appreciated by the public.

Their service aids a great deal in making this city a more metropolitan place in which to live.

During the course of their career in the community they have always taken an active interest in its onward progress, exhibiting at all times a progressive spirit. It is such public and such business activities producing prosperity that help to turn the wheels of industry in this section and aid very materially in the promotion of progress and development of this section of the State.

They are responsible for the bringing and keeping here of many dollars each year and in this review we cannot fail to compliment them upon their activities in the business world and predict for them a future fraught with great promise.

Watkins Awning & Sign Company — Farmville

Watkins Awning and Sign Co. is located at 414 E. 3rd in Farmville, Va. Phone 383. "Individuality in Awnings." 25 years experience in the manufacture and installation of metal, aluminum and canvas awnings. They also manufacture and install steel and flexalum venetian blinds. Beauty, efficiency, durability and workmanship guaranteed.

This modern, up-to-date concern is a tribute to the home community. This is a home institution and deserves your liberal support.

It is a well known fact that there is no one institution in the community that has met with greater favor with the public than this well known establishment. By reason of the fact that the management has had wide experience in every feature of this business and because of their comprehensive knowledge of every branch of the trade, this establishment has continued to witness the increase in the number of their patrons.

They deal on a large scale and their activity is conductive to the progress and expansion of the community in no small degree.

This is the day and age when the public demands not only magnanimous service, but the best at a reasonable price.

Thoroughly conservant with the conditions and a wide experience in their particular field of endeavor, the management of this enterprising concern has been able to render a service to the people in their line that is distinctly satisfactory.

DR. MARY ELLYSON DOWDY — Lynchburg

Dr. Mary Ellyson Dowdy is located at 815 Church in Lynchburg, Va. For Appointment Dial 4361.

This is one of the prominent professional women of this section, a woman of wide experience in her profession and enjoying a large and well merited clientele.

The practice of this well known chiropodist is increasing by rapid strides until she is today considered one of the leading professional women of this section.

She is an expert in her line and offers the people the highest type of professional service. Many people from over this part of the country are visitors at her office and receive very beneficial treatments.

In the professional life of this part of the State there is no one who has attained a more successful career than this person, who is recognized as an authority on foot troubles. Her success has been marked, she is often consulted by other members of her profession.

She has had adequate training to practice the profession most successfully. She is a graduate of a well known college of Chiropody, previous to that time she received general and special education which was designed especially for all of the work that the science of Chiropody entails.

We wish to compliment this doctor upon the valuable work that she is doing in this section and direct your attention to her efficient methods.

PRINCE EDWARD MILLS — Farmville

Prince Edward Mills is located at 309 Mill in Farmville, Va..

When the greatest scientists began experimenting in the East and North to find a way to raise better strains they opened up a field of vast possibilities. It was found that even the common breeds of fowls and animals could be greatly improved and economy effected by certain foods that varied with seasons, climate and purposes for which the stock was raised. Laying chickens require certain food elements for market eggs, or perhaps another for hatching.

Young chicks need some other stimulus that will tide them over the dangerous time they must all go through.

Dairy herds should be given the proper feed to produce the greatest amount of butter fat if the herd is expected to make a profit, just as horses and mules need a balanced diet to render the maximum service without injury to their constitution.

To meet the requirements of the changing times great mills have sprung up over the country.

As a home institution we should be proud of their achievement. Their success depends on their putting out the most dependable products, and in doing this they are adding immeasurably to the value of the farms of our great state. It is our duty to aid in every possible way all institutions that have to do with the improvement of our farm output.

DABNEY'S RESTAURANT — Lynchburg

Dabney's Restaurant is located at 620 5th in Lynchburg, Va. Phone 2-4211.

This up-to-date restaurant is one of the leading establishments in this part of the State and enjoys a large and well satisfied patronage.

This sanitary establishment is the place to go when the appetite loses its edge and life becomes monotonous. Here the food is excellent. The service is speedy and courteous.

This social center is conveniently located for the people of this section, being very popular with all who enjoy fine food.

You will find that this Restaurant is just the place that makes for real enjoyment. One need not be afraid to take ones most cherished friend or family here. The managers are well and favorably known in this town and section.

In making this review of the business of this vicinity and noting the spirit of the times, we see that the management of this Restaurant is in strict accord with the trend of the day and we want to suggest to our readers that they will find a visit to this establishment well worth their while.

FAUBER FUNERAL CHAPEL — Lynchburg

Fauber Funeral Chapel is located at 311 Rivermont Ave. in Lynchburg, Va. W. Henry Cheatham, President and Manager; J. T. Guill, Assistant Manager; Mrs. Henry Cheatham, Lady Assistant. Dial 2-2336. Mr. Cheatham and Mr. Guill are natives of Appomattox County. Mrs. Cheatham is the only liscensed lady funeral director in this part of the state. They have an air conditioned chapel, private family rooms, Cadillac Limousine Service, experienced resident management, full size organ. Also Spinet Organ for outside rental. No additional charges for county service.

It is eminently fitting in this review that we pay tribute to this valued institute. Their funeral home is perfectly appointed and tastefully decorated. They specialize in a very complete service. From the time you call them—day or night—the relatives and friends are relieved of all details. They conduct one of the leading institutions of this section that offers its patrons the best of service.

In making this review we are glad to compliment this up-to-date concern upon their very modern service and call the attention of the public to the position they occupy in the business and professional world. As a matter of fact they keep up with the latest changes for your convenience.

In time of trouble place your sorrows and bereavement in the hands of this reputable establishment. They will take care of the smallest detail.

Their prices are always moderate consistent with the quality of service you receive.

CANADA PRODUCE CO. — Lynchburg

Canada Produce Co. is located at 821 Jefferson St. in Lynchburg, Va. and features Canada's Premium Tomatoes. Also a full line of fancy fruit and vegetables. L. M. Canada, owner.

This modern establishment is a well known center of its kind in this section of the state.

Honest dealings with the dealers, with years of service are the results of this successful concern which enjoys an extensive patronage.

When this well known firm started in business they were determined to handle the best fruits of all kinds. They know these lines thoroughly and have arranged to offer the best there is, but they did not stop there, for they were indeed wise in their business and appreciated the necessity of real magnanimous service. They equipped themselves to furnish service second to none, and the success of this enterprise since they have been in business testifies to the wisdom of their course.

This section is indeed fortunate to have such a progressive firm to serve it in the line of fruits for it adds in no little way to the progress and prosperity of the entire surrounding territory.

In making this review of the business interests we are glad to compliment this firm on the policy on which the business of this establishment is conducted and to say that this firm will greatly add to the desection of the State.

HOUSEWIFE'S HELPER — Lynchburg

Housewife's Helper—"Let's Keep It White"—is located at 1607 12th in Lynchburg, Va. Phone 2-7833. They are planning a new building very soon to accommodate their over growing business.

You can now have your best summer clothing done beautifully and as safely as you could in your own home by bringing it to this modern self-service laundry.

They handle your clothing as carefully as you would in your own home, and never a worry of loss or tearing of the fine old lace. You have saved your energy for more important tasks.

They have strived to make their laundry service far superior to any other and that they have succeeded is proven by their many satisfied customers.

One of the rules of this concern is to try to please everybody. This they do also.

For only a little extra you may also take advantage of the drier service and take home your clothes thoroughly dry, folded and many of them ready to put away. However, you may prefer the extractor service which leaves your clothes semi-damp and ready to iron.

We take pleasure in this review in telling the public of the wonderful service rendered by the management in this complete and modern new service.

THE STEAK CELLAR — Lynchburg

The Steak Cellar is located at 726 Main in Lynchburg, Va. and is air conditioned. Robert Adler, owner and manager. For the finest food in Lynchburg, where you can watch your food prepared and cooked do eat at The Steak Cellar.

There is something about this up-to-date restaurant that sets it apart from other eating places and that makes it highly satisfactory. The extreme care and thought that goes into everything; the cooking, serving and arrangements create a dining room to be visited regularly.

You'll like the surroundings as they are attractive and comfortable and extremely quiet. The food is good, it is temptingly delicious, prepared in the most careful manner in a spotless sanitary kitchen. The cooking is done in a modern sanitary and scientific manner which gives added flavor to the food.

You'll find here a tempting **variety of foods prepared** to retain all their natural flavor, **choice steaks and muffins** fresh from the oven, and real **delicious pies. You must learn** for yourself what a pleasure it is to eat at this restaurant.

Here good food is combined with prices of consistent modesty. Proper food, well chosen and well cooked is an absolute essential to good health. Their food is not only health-building but deliciously appetizing.

You will find here all foods in season and many out of season. They cater to your taste and the other fellows', so that it makes no difference whether you are on a diet or present a lumberjacket's appetite there's food that will suit your particular needs.

COLONIAL BROADCASTING CO. — Farmville

Colonial Broadcasting Co. is located at 118 W. 3rd in Farmville, Va. and are operators of Station WFLO. Phone 870.

This Broadcasting Station is giving the people the best of music and entertainment from local and national sources—also feature commercial and educational broadcasting service in an intelligent and dignified manner — Advertisers should consult with them.

Since this station has been in operation the spare hours in the country and city homes have been lightened and made very enjoyable with music, talks, singing and entertainments of all kinds, both local and national in origin.

They have received many hundreds of letters from people in all parts of the country testifying to the joy and comfort the radio station has brought into many lonely lives and hearts of local residents. And in the hold it has attained over the hearts of local residents there lies a ripe field for the sagacious advertiser who has a reliable product to sell to the people and who wishes to present his message in a dignified and intelligent manner.

The management is right up to the minute and is always in on broadcast of important events. Its program is always amusing, interesting or educational. It aims to satisfy the intelligent and discriminating taste which is coming more and more to characterize our country. Its programs are well balanced, present capable artists and speakers, and the staff of announcers are always efficient and understandable. The technical department is staffed by able radio engineers who are responsible for the tone and strength which comes through.

In this special edition depicting the business condition of this section we take pleasure in bringing to the attention of our readers the service that is prformed and to urge them to turn to it for music, entertainment or intelligent advertising service.

L. R. Wood General Contractor and Builder

L. R. Wood General Contractor and Builder is located at 2509 Memorial Ave. in Lynchburg, Va. Dial 4-2301. They do remodeling and job contracting and offer personal supervision.

This progressive concern is known throughout this section for their modern principles and straightforward business methods. He is well equipped and well qualified to handle the largest or smallest building contract and the reputation he has established for satisfaction in each and every transaction is the secret of their well-established and progressive business.

In the years of building this building contractor played a part that gives pride in our combined accomplishments. He marched with the spirit of progress and his name has become synonymous of conscientious and thoughtful and efficient service.

He has proved himself to be among the most progressive contractors in this section. With his personnel of wide experience and ability in the building field, he has shown a marked influence in building development of the city.

This organization is such that there is no limit to the amount of work he can handle. With a flexible organization and a large one he is prepared to take hold of anything from a tiny garage to a modern building and almost any number of them. Nor are his activities confined to his home city for he does a large business throughout this section for many miles around.

If you are contemplating erecting a new building or the remodeling of an old one, we could recommend nothing better than that you place the matter into his competent and efficient hands. We are certain there is no more reliable authority in this business than this reliable man. He believes in his work as a constructive business factor in the community. He is a public spirited man in his views and wholehearted in support of any live project for community betterment.

NEHI-BOTTLING COMPANY — Lynchburg

Nehi Bottling Co. is located at 2603 Fort Ave. in Lynchburg, Va. and are distributors of Royal Crown Cola and NEHI Beverages.

This well known bottling works is deserving of more than passing notice in this review of the onward progress of the community, as they are perhaps the largest producers of high grade beverages in this section of the state, their brands being standards of quality and so recognized by the trade for a radius of many miles.

Their products are popular because their plant is most modern and they have realized the popular demand for pure and wholesome refreshments.

Therefore, they have gone further than the pure food law requires and turned out a product that is entirely free from impurities as well as being delicious and wholesome.

The eructations produced by the carbonated water which is the predominating content, not only cleanses the mucous membranes of the stomach but also in passing into the intestines are assisted thereby.

The plant is a credit to the community and is open at all times to the inspection of the public, and the public is cordially invited. Few cities many times larger can boast of such a modern and scientifically equipped bottling works.

Their brands are very popular about the country, being handled by all first class retail dealers.

We are pleased to point with pride to the establishment and recommend the class of goods that they are furnishing to the trade and assure everyone that when ordering these brands they will get the very best.

PRICE WATCH REPAIR SERVICE — Lynchburg

Price Watch Repair Service is located at 619½ Main St. in Lynchburg, Va. Phone 2-9643.

The manager is a trained watch and clock specialist and features a very complete stock. Excellent repair department. The time headquarters for this part of the State. He is considered the leading authority in this section of the country on watches and this shop has become headquarters in this particular line of trade.

Watches only came into general use in the past half century. Many can remember grandmother stepping out to look at the sun and then tell you within five minutes of the time.

This concern's repairman is an authority on repairs and carries parts from leading watch and clock manufacturers of the world. In addition he thoroughly understands all the movements and can rebuild and completely repair any job. Railroad men and others who desire to have the correct time depend upon him for this service.

In making this review we are pleased to compliment the manager upon his excellent selection, efficient service and would ask all to visit here and get in tune with the right time.

LYNCHBURG T.V. SALES & SERVICE — Lynchburg

Lynchburg T.V. Sales & Service—"Your Frigidaire Dealer"—is located at 417 12th St. in Lynchburg, Va. Phone 3-2603. They feature Frigidaire Home Appliances and General Electric and Philco Radio and Television.

It is more important than ever today to keep the old set in first class condition.

This progressive company is equipped to do this work for you. Throughout this section of the state, this firm has been known for many years for it's efficient radio service. They render a commendable service and the work is guaranteed.

Their shop is equipped with the latest devices known in this field and your radio is called for and delivered back to you in good shape. If new parts are needed they will supply them or get them for you at a minimum of cost to you.

They employ only skilled men in their shop and they take a personal pride in every job turned out. Thoroughly familiar with every make of radio, they can save you time and money and remedy the trouble in no time at all.

This excellent service, along with the friendly and courteous attitude of all their workmen, accounts for the long list of satisfied customers and we wish to suggest to our readers that if you have not already become one of their friends and patrons, that you call them the next time your radio is in need of repair or parts.

HARE TREE SURGEONS — Forest

Hare Tree Surgeons is located on R.F.D. 1, Forest, Va. Phone 6-2031.

The preservation and proper caring of trees, shrubs, etc., is not only becoming a problem throughout this country, but the world. People are realizing more every day the value of a scientific tree expert, what their services mean to the beautifying of home surroundings and the great savings they effect in preserving shade trees. The service of the skilled tree surgeon is being sought after more and more in this section.

He has made an extensive study of the various kinds of trees and is a woodsman of note. There is no kind of tree with which he is not familiar and of which he does not know the age and about how long its natural life is. His studies include wide reading and research into tree life. His operations are of a practical nature and are not experimental as their experience assures people of an excellent service. It is necessary to look after the trees if we expect to preserve them and anyone with trees should call him into consultation occassionally and go over them with him.

As the country grows old and the original vegetation is replaced by the landscaper and nurseryman who brings trees from all parts of the world to our shores it is necessary to give them the best of care. The story of the tree in the south of Florida worth a million on account of its beauty and rarity shows to what value are trees that are properly cared for.

He offers the best of service. He is always ready to go over all tree problems with you. He has all the necessary equipment and men who know how to run it to give rapid service. Everything will be cleaned up when they are through and your place will look much better.